

**Healdsburg Tourism Improvement District
Healdsburg Chamber Office
AGENDA
October 17, 2017**

Call to Order:

**Approval:
Minutes Meeting September 19, 2017
Financials**

HTID Assessment District Renewal Update

Request from Beth Costa/Wine Road PR Event

Marketing/PR

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Oct. 18 Fam Tour (Fall Vineyard Tour)
- Nov. 29 Fam Tour (Hidden Treasures)

Geiger PR

- Next Tour Dates – Nov. 12-15
- Number of Journalists – Room Requests
- New Contacts: Andrea Bebout, Rachel Brockett
- Reception with HTID Mon, Nov. 13 at Costeaux from 9-9:45

PR Outreach, Community

Dine Around – Dec. 6,7 and 13, 14

Historic Inns Tour – Dec. 10 (2-4 pm)

- Participating Inns:
 - Bella Luna
 - Calderwood
 - Camellia
 - Grapeleaf
 - Haydon Street
 - Riverbelle

Advertising/Media Plan

- Media Plan 2017
- Results
 - sonoma.com Q3
- Media Plan Development 2018
 - Q1
- Social Media
 - Editorial Calendar and Postings
 - Results
- Tastemaker Main Video
 - Status